

**GOVERNMENT OF INDIA
TOURISM AND CULTURE
LOK SABHA**

UNSTARRED QUESTION NO:1071
ANSWERED ON:22.07.2002
VISIT OF TOURISTS TO THAILAND
PATY RIPPLE KYNDIAH

Will the Minister of TOURISM AND CULTURE be pleased to state:

- (a) the number of tourists who visited Thailand as compared to tourists from Thailand visiting India during each of the last three years;
- (b) the gap between the number of Indian tourists and the Thai tourists; and
- (c) the steps the Government propose to take to attract more Thai tourists in the country?

Answer

MINISTER OF TOURISM AND CULTURE (SHRI JAGMOHAN)

(a) and (b): The number of Indians who visited Thailand and the number of Thai tourists who visited India and the difference between the Indian and Thai tourists during the years 1999, 2000 and 2001 are as follows:-

Year	Number of Indians visited Thailand	Number of Thai Tourists visited India	Difference between the Indian & Thai tourists
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1999	1,63,980	13,475	1,50,505
2000	2,02,868	18,607	1,84,261
2001	Not Available	18,623	-

(c): In order to attract tourists from Thailand, various publicity and promotional activities are undertaken which include: Refocussing of overseas marketing and promotional strategy in South East Asia including Thailand. Holding of Road Shows-cum-India Presentations and participation in tourism exhibitions. Hosting of fam tours of media and tour operators to offer them first hand knowledge of Indian tourism products and tourist facilities. Promotion of special-Tour packages like South India, Golden Triangle (Delhi-Agra- Jaipur) and Buddhist circuit for different communities in Thailand. Release of advertisements in Print media from time to time. Department of Tourism, Govt. of India is in the process of establishing a tourism promotion office in Bangkok.